

AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A method ~~for~~ of quantitative analysis of communication performance for reputation management, comprising the steps of:

(i) Performing a computerised set of at least two searches in a database or a network containing articles, each search comprising an object of interest related to said communication performance or objects to be compared to said object of interest, at least one search term to be searched in ~~the~~ a publication and optionally one or more attributes concerning the publication itself;

(ii) Analyzing the at least two searches ~~search~~ by taking into account additional data, ~~in particular including~~ data being provided from a different source than said database or network of articles, the additional data facilitating normalization of quantitative search results and comparisons between the objects in the quantitative analysis ~~for weighting or normalisation purposes; and~~

(iii) Displaying the quantitative search results of ~~said~~ analyses as graphs.

2. (Currently Amended) A ~~The~~ method ~~for~~ of quantitative analysis of communication performance as set forth in claim 1 further comprising ~~furthermore~~ the step of:

Performing steps (i) and (ii) for articles published at different points in time and displaying the results as a function of time.

3. (Currently Amended) A ~~The~~ method ~~for~~ of quantitative analysis of communication performance as set forth in claim 1 wherein said object of interest is a company, brand or product name or category, governmental or non-governmental organisation, person or issue of general interest or public policy.

4. (Currently Amended) A ~~The~~ method ~~for~~ of quantitative analysis of communication performance as set forth in ~~one of the preceding claims~~ claim 1, wherein said data being provided from a different source relates to financial data of company, product line, marketing and PR budget.

5. (Currently Amended) A ~~The~~ method ~~for~~ of quantitative analysis of communication performance as set forth in ~~one of the preceding claims~~ claim 1, further comprising ~~furthermore~~ the step of evaluating the positive, negative, and neutral tone of voice concerning said object of interest or said objects to be compared to said objects of interest of a plurality of retrieved publications by manually evaluating a statistically chosen sub-set thereof.

6. (Currently Amended) A ~~The~~ method ~~for~~ of quantitative analysis of communication performance as set forth in ~~one of the preceding claims~~ claim 1, further comprising ~~furthermore~~ the step of counting and mapping ~~the~~ frequency of most relevant words concerning said object of interest or said objects to be compared to said objects of interest of a plurality of retrieved publications by plotting ~~the~~ most relevant words in conjunction with ~~their~~ change of occurrence over time.